



DOWNTOWN  
PARRY SOUND

# MINUTES

## Parry Sound Downtown Business Association Board of Directors Meeting

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March 10, 2021

David called the meeting to order at 6:40pm

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### In Attendance

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Board Members: David Coles, Thomas Clark, Karen Hobson, Roger Burden, Bernice Anderson, Seanan Megyesi, Doug Wilton  
Guest: Rita Orr – Parry Sound Public Library  
Staff: April Denman

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### Approval of Agenda

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“Motion to approve the agenda for this March 10, 2021 DBA Board of Directors Meeting with the following additions

- Rita Orr – Parry Sound Public Library TD Story Walk Pilot Project - Presentation
- Rotary initiative & TD Story Walk discussions – under New Business”

Moved by: Seanan Megyesi

Seconded by: Karen Hobson

Carried

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### Presentation - Rita Orr - Parry Sound Public Library – TD Story Walk

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TDSRC 2021 - Story  
Walk 2nd.pdf

Parry Sound Public Library has partnered with TD Canada Trust for their annual Summer Reading Club 2021 – Story Walk pilot project.

This initiative has children, and a parent or guardian receive a map of downtown with stops to make along the way where stores would display one page of the book to be read. There are approximately 20 pages in the book and would loop from the Library, downtown and back. The Library is asking for downtown businesses to participate by hanging a story page in their windows for the length of the project (approximately 6 weeks) and for the DBA to support through social media. Our logo would be added to all advertising.

This would promote both physical and mental health and a socially responsible way for families to spend time outdoors together and bring potential business into downtown.

The Board has added this to New Business on the agenda and will discuss at that time and thanked Rita for her presentation.

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## Approval of Minutes

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“Motion to approve the Minutes from February 10, 2021 DBA Board of Directors Meeting”

Moved by: Bernice Anderson

Seconded by: Roger Burden

Carried

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## Declaration of Pecuniary Interest

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David declared that one of his employers is the Vice President of the Saltos Gymnastics Group that has applied for our Fundraising Meters initiative and could leave the meeting for this discussion if necessary. The Board did not view this as a conflict.

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## Correspondence

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- A. Dave Elliot from Dutch Love – the new cannabis store opening at the end of March on Pine Drive in Parry Sound reached out with interest in joining the DBA for the area. He asked for a package to review and a phone call to chat.  
April arranged a call and let him know that they are not in the DBA boundaries and gave him the contact information for The Parry Sound Area Chamber of Commerce. He also asked about some local charity groups in our area as their policy is that when they open a new store in a community, all profits from the first month are donated to local group(s)
  - B. Northern Swine and Steer reached out with a note of thanks to the DBA for all the love and support they have received since opening in 2020.
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## Old Business

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### A. RED Grant

- April has been corresponding with Linda who has needed more information, pictures and clarification on items asked in the grant. Initial indications are that all qualify except for the blade signs and brackets. We will receive official notification when a decision has been made. April asked Roger if we would still get the full funding from the Town as approved if our grant request end up lower than anticipated. He will look into this for us.
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## New Business

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- A. Parry Sound Public Library’s TD Story Walk Pilot Project
  - The Board loves the idea of this initiative, many have participated in TD’s Summer Reading Program with their own children in the past. They are questioning the length of time this would run – 6 weeks seems too long to have such a large poster hanging in the window all summer. Ideas are three weeks, maybe two stories to have a loop down James Street and second story to the waterfront. Possibly two loops or stories, one

smaller for younger children and a larger one for older children. The Board loved the idea of the picture stands in the living room gardens and down the fitness trail if possible.

“A motion of support was made by Seanan Megyesi and Second by Thomas Clark”  
Carried.

April will reach out to Rita to discuss the length of the program and will work out social media details with Krista.

#### B. Fundraising Meters

- There were 6 submissions this year:

Saltos Gymnastics, BIMAAJITON Search & Rescue, Strings Across the Sky, Community Living, Esprit Place, Hospice and Adopt a Family for Thanksgiving Event.

The Board followed policy of DBA area first, Town of Parry Sound, then outside our area

#### **Resolution: 21-03**

“A motion was made by Seanan Megyesi to award this year’s fundraising meter funds to: Strings Across the Sky, Esprit Place, Hospice and Adopt a Family for Thanksgiving and was second by Bernice Anderson” Carried.

April will notify all that applied to congratulate and encourage them to submit a request again next year.

#### C. Rotary Club Puzzle Fundraiser

- Karen was contacted by Rotarian Karen Cox about a fundraiser they are considering. They have a photo that Thom Morrissey took of the Trestle Bridge that they would like to have made into a 300-piece puzzle to sell with proceeds to be shared with the DBA to help businesses in the downtown. Karen explained that all our funds are pooled together in support of all the businesses in the Downtown and would not be split up between our 250 members. Karen will find out if there is a specific project they had in mind or would like to see the funds go towards in the downtown if they proceed.

#### D. April’s Annual Review

- David asked if this could be moved to the April Board Meeting in order for the Board to send comments. April will send the self-evaluation form to David to share with the rest of the Board for input.

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## Reports

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- A. Beautification Report – Bernice Anderson. Detailed report on file.

- B. Events Report- Karen Hobson. Detailed report on file that includes socially responsible alternatives to our annual events incase accommodations need to be made due to COVID restrictions.
- C. Marketing Report – April Denman. Detailed report on file.
- D. Financial Report – Karen Hobson. Official report not received at the time of the meeting, but Karen did receive a copy of the bank statements to show the Board is still in good standing. There was an insert to indicate fee increases. April spoke with the Business Advisor at the Branch and their Corporate Advisor about online alternatives to save some fees. April will do some investigating with other financial institutions for comparisons.  
“A motion was made by Roger to accept the financial report as presented and second by Doug Wilton” Carried.
- E. Council Report – Roger Burden – Roger reports that the Town is working on budgets for the next few meetings. He will let April know when the DBA’s budget is being discussed so she can attend, likely early April.  
He asked about a Facebook initiative by Shirlene Johnston “The Great Parry Sound Grand Re-Opening” event on Facebook – this event looks like a Downtown Parry Sound event by the photos posted and our members participating but is intended to be inclusive of the entire Town of Parry Sound and Surrounding area. Rules are listed on her event page. A phone conversation April had with Shirlene, she asked the DBA be involved by sharing her posts to spread the word for her.
- F. Administrators Report & Chamber of Commerce Report – April Denman – detailed report on file.

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## Next Meeting

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The next Board of Directors meeting is scheduled for April 14, 2021 at 6:30pm at Parry Sound Public Library

Meeting was adjourned at 8:15 pm

Moved by: Bernice Anderson

Second by: Seanan Megyesi

Carried

Minutes of the meeting were recorded by April Denman, Executive Administrator